TECHNIQUES IN PREPARING INFORMATION RELEASES
AND CIRCULAR LETTERS

In addition to being agriculturists, home economist, rural sociologist, and psychologist, the farm and home demonstration agents also are newspaper reporters and public relations officers.

When you send an article to the paper announcing a demonstration, reinforcing a circular, giving an account of a fair, a stock show, a tour, a farm meeting, or a result demonstration you have conducted, you are acting in your role of newspaper reporter. I think we ought to point out here that by reporting the results of your demonstrations you are extending the effectiveness of your demonstration work and multiplying your effort many times.

And the local papers are anxious to carry your reports. Every time I talk with an editor, especially those in the South, they always request more local material and that means more news from the county agents. It seems to me that you might take full advantage of the open market and make more information about your program available to the local editors. You might use the press to stimulate your farmers to greater activity by citing the achievements of other farmers; you might use the press to increase the prestige of farming as an occupation and help give farmers an increased sense of their importance in our economic scheme; also you might use the press to get information to the general public about Extension work so that the public may keep informed on these developments and understand more fully the results being achieved with their tax money.

It seems to me that because our experience in farming has not always been a happy one, increased emphasis needs to be placed on the prestige values. This, I believe, will help more farmers to do a better job and to see farming as an important business from which they may derive a satisfying life.

Part I

TECHNIQUES IN PREPARING INFORMATION RELEASES

Now, let's come to the task of preparing our releases for the press in a more acceptable manner so that they may receive a more cordial welcome in the editor's office, as well as put your message across more effectively.

First of all, a point or two on the organization of the weekly newspapers. Most of them have small staffs. Of course, you are fortunate to have the Norfolk Journal & Guide and Afro-American in your State. These papers maintain staffs sufficiently large to edit your material very carefully. But the average small weekly is operated by two or three persons. The editor may sell advertisements and help with the printing of the paper in addition to writing and editing several stories. Obviously his time is limited. Sometimes a couple of minutes are all he may have to devote to your story. If it's in good shape, he'll probably rewrite the head and throw it into the linotype basket, if it isn't, he may put it aside to rewrite and never get to it again. So, it is important that the story is well written when it leaves your office.

Also, because the editor's time is limited, it's a good idea to write a suggested head for your story and place it at the top of the first page. After you have written your story, simply summarize the high points of it in eight to 10 words. This is the head. At a glance the overworked editor will know what your piece is all about. And in order that he may know who is responsible for the story in case he would want additional information, the agent should place his name and address in the top left hand corner of the first page. In the top right hand corner, the place and date line should be given. Example:

John Doe
County Agent
Telephone 1084-W
Box 192
Bowie, Md.

Bowie, Maryland
January 15, 1947

Bowie Farmer Doubles Income
By Planting Winter Cover Crop

Here are two other important points about the form: The copy should be legibly written by hand or preferably typewritten. Typewritten copy is usually double-spaced. Paragraphs in either case should be indented adequately -- from five to ten spaces on the typewriter.

Constructing the News Story

Now let us consider the story proper. An important principle to keep in mind is that your story should be no longer than is absolutely necessary to include all of the essential facts with a reasonable amount of embellishment. Remember, our newspapers carry only brief summaries of highly selective events which they feel people most want to know about -- the unusual, the significant.

Types of News Stories

There are three types of news story construction: (1) The Wedge, (2) the Wiener, chronological, or narrative form, and (3) the upside-down form, or the feature.

About 95 percent of all stories appearing in our newspapers are constructed on the wedge-shaped model. So, this is the pattern on which we shall place our greatest emphasis. In England and some other foreign countries, the Wiener form is used more extensively. This is because many of their stories are not so highly summarized.

The upside-down form -- the surprise ending, the witholding of the main point to the very end -- is used largely in features and in magazine pieces. Occasionally you may use this form in an attempt to make sure that your readers get all of the facts presented in your story. You may start a story, aimed at fighting cholera, something like this:

Nobody can tell Farmer Joe Smith that it doesn't pay to vaccinate pigs early, he has learned the hard way. . . .

Then the story recites Farmer Smith's experience with cholera, finally building up to the climax of his great loss of 40 or 50 hogs because they weren't protected by vaccination.

Let's get on the wedge-shaped form. When you sit down to write a story you take out your notes and consider all of the facts you have taken down. After canvassing your notes, you may cull out some of the things you have taken down as being of no value. The other facts you will attempt to present in an orderly fashion. Starting with your most interesting or most significant fact, you will progress to your least important fact. This is the way of the wedge.

For example, here are notes on the announcement of a broadcast featuring an Alabama curb market. Let's arrange them according to the wedge:

1. Tuscaloosa, Alabama, curb market to celebrate 10th anniversary.
2. Mrs. Belle Bryant, one of the sellers on the Alabama market will be interviewed during the broadcast. Her sales average $750 a year. She uses extra money to send her children to college, etc.
3. Charles E. Trout, colored county agent who helped the farmers to establish market is now in Liberia.
4. USDA officials say curb market idea is spreading.
5. Story on market to be broadcast over WAPI, a Birmingham station on June 8, 12:45 to 1:00 p.m.
6. Trout has established market in Liberia; president of country patronizes his market.

Below, we have copied the story just as it was released to the press. Check the numbers at left of each paragraph to see how they conform to your wedge arrangement.

COLORED FARMERS' CURB MARKET
TO BE FEATURED IN BROADCAST

In recognition of the tenth anniversary of the first Alabama curb market operated by colored farmers, WAPI, a Birmingham, Ala., radio station, will
(1&5) feature the market in a broadcast on June 8, 12:45-1:00 p.m., according to a report the U. S. Department of Agriculture has received from Alabama Extension Service.

The Broadcast will present a brief history of the market which is situated in Tuscaloosa, Ala., pointing out how colored County Agent Charles E. Trout,
(3) now in Liberia, West Africa, on a special agricultural mission, launched the curb market to provide an outlet for the surplus fruits and vegetables produced by the colored farmers in his county.

The market opened on May 23, 1936, with four sellers exhibiting their wares on kitchen tables and packing boxes in a vacant corner lot. Sales for
(7) the first day totaled only $11. This year the market is averaging $100 per day. Then as now, the market is operated two days a week -- Wednesdays and Saturdays

The kitchen tables and the packing boxes in the vacant lot have been replaced by a well built shed which houses the stands of 34 farmers. These
(8) farmers have organized a Curb Market Association with an advisory board and a clerk. Last year the sales of the association totaled $10,000.

During the broadcast, Mrs. Belle Bryant, one of the members of the association, will be interviewed. She has been selling vegetables, fruits, flowers, buttermilk, eggs, poultry, and smoked meats at the market for nearly eight
(2) years. Her sales average $750 per year. She has used the extra money from the market to help send her children to college, remodel her home, buy furniture, and operate her cotton crop on a cash basis.

Department officials point out that the curb market idea is spreading.
(4) Colored farmers in North Carolina, Florida, Arkansas, Mississippi, Louisiana, and Texas have established such markets through which they are protecting themselves against the hazards of one-crop farming.

In Liberia where former County Agent Trout is establishing an extension program to help the farmers in that country improve their production methods,
(6) curb markets, similar to the one in Alabama, are springing up. Trout reports that the President of the country buys his fresh vegetables from the curb market in Monrovia.

Perhaps we would accept this arrangements for a national release, but for the local papers, number 2 could be moved up to the first or second paragraph. (Comments and questions)

Let's apply our wedge principal to three stories released by Extension editors.

Sunday paper release January 12, 1947

<u>Turn Mature Timber Into Cash</u>

LITTLE ROCK, ARK. -- Taking advantage of the favorable market and turning mature timber into cash is good business, says Harold A. Howell of the University of Arkansas College of Agriculture. It is poor business to clear cut all timber, however, the Extension forester advises.

Timber should be sold in a manner comparable to selling cattle or poultry. Cull out the mature or undesirable individuals and keep the younger and better ones for future reproduction and income. Farmers cannot lose by holding the young, vigorous trees that are making quality wood, Mr. Howell said.

On an average a 14-inch tree is worth five times as much as a 12-inch tree and 13 times as much as a 10-inch tree. Trees on a well managed woodland grow two inches in diameter every six to eight years.

A well-stocked woodland that is growing rapidly is an asset to any farm. Its production not only provides for the owner's personal needs from time to time, but can also be made to yield a substantial cash income considering the investment required.

# # # #

RELEASE TO AFTERNOON PAPERS
THURSDAY, JANUARY 9, 1947

College Station, Raleigh, Jan. -- Less than a week of grace remains for Tar Heel farmers who have not yet filed 1946 income tax returns, say agricultural economists of the State College Extension Service.

All farmers who had a gross income of $500 or more during the past year are required by the Federal Government to file a return, the specialists say, pointing out that the farmer may take his choice of two filing systems:

He may file a declaration of his estimated 1946 net income by January 15, followed by a final return by March 15, or he may file a return and pay the tax due by January 15.

Reasonable wages paid by a father to a minor dependent actually employed on the farm may be deducted as a business expense this year, due to a change in the tax law.

# # # #

Little Rock, Ark.
Nov. 4, 1946

NEGRO COMMUNITY COMPLETES
5-YEAR IMPROVEMENT PLAN

A model colored farming community with neat, well-painted homes, and modern conveniences has been the outcome of a five-year beautification program begun in Union County, Arkansas, in 1941, says a report received by the U. S. Department of Agriculture from the Arkansas State Extension Service.

The report points out that colored home demonstration club women chose home beautification as a project when their homes had to be moved to make way for the erection of an ammonia plant. The club women met with Miss Marguerite P. Williams, colored home demonstration agent of the county, and planned a five-year home improvement program.

Included in their home improvement is a well-rounded home food production program: year-round gardens, poultry flocks, milk cows, and home orchards.

# # # #

Now that we have considered the arrangement of our material in a news release, let's turn to the actual writing of a news story.

Parts of the News Story

A news story has two principal parts -- the lead and the body. The lead of a news story is its beginning. In straight news reporting, the lead serves to tell the reader quickly and briefly what the story is about. It is the introduction. The lead presents immediately the most important or the most interesting factor of the story. This is in line with the tempo of American life.

The length of the lead varies. Usually the lead is short, consisting of the first sentence or the first paragraph, but sometimes it may run into two or three paragraphs.

Function of the Lead

The lead serves to save the reader's time. If the reader has time to read nothing more than the lead of a story, he has the basic facts. The lead also stimulates the reader's interest in a story, and it helps to solve the space problem of publishers. Because there is only limited space in the newspaper, stories must be flexible. If in making up the paper, a story is too long for the space, the length of the story may be cut by simply taking off one or two paragraphs at the bottom. Because the lead contains most of the essential facts, and the amplifications are made in the descending order of importance by the wedge pattern, then nothing of vital importance can be lost by cutting off a few paragraphs from the bottom. Even if all of the story must be eliminated except the lead, the reader still will have most of the essential facts.

Characteristics of Good Leads

Formerly the standard of a good lead was determined by whether or not it answered all the formal news questions: Who, what, when, where, why, and how. However, such extensive leads are not typical of today's newspapers. Modern leads may answer only who and what with where and when in the date line --(NEW YORK, Jan. 15 -)

In the Lead the writer puts his best fact forward. The fact should not be buried under minutia and cumbersome details. The best fact should be put forward briefly, concisely, and interestingly, opening the sentence with the most dramatic or appealing word in it.

Compare these two leads:

(1)

At a recent meeting of colored Extension Service supervisors here, Dr. Roscoe C. Brown of the U. S. Public Health Service charged that, "We take home remedies, we pray, and we die in many rural areas for sheer lack of medical care."

(2)

"We take home remedies, we pray, and we die in many rural areas for sheer lack of adequate medical care," said Dr. Roscoe C. Brown of the U. S. Public Health Service at a recent meeting of colored Extension Service supervisors at Southern University, Baton Rouge, La.

In order to write good leads -- leads that pack a punch and are interesting -- reporters must always seek to know what interests people. There are interests based on elemental curiosity: (1) Newness, (2) timeliness, (3) unusualness, (4) nearness, (5) prominence, (6) movement, and (7) color.

Interests based on innate desire are said to be: (1) Self-preservation, (2) sex, and (3) food. Acquired interests are: (1) Combat, (2) adventure, (3) fears, (4) acquisitiveness, (5) recreation, and (6) humor. I am only mentioning these in passing.

Types of News Leads

There are several types of news leads, some based on grammatical form, some based on content, and some based on the six formal questions of the lead.

Let's take the last type first: Who, what, when, where, why, and how. If your story relates to an important person -- one in the news, or who is well known, then you might use the who lead. Example: Dr. T. B. Symon, director of Maryland State Extension Service, urged farmers to increase their tobacco acreage this year.

If the same story is about a less well known person, then perhaps you might use your what lead. Example: Increased acreage of tobacco is urged this year to meet critical needs abroad. . . . .

Sometimes "when" is in the most important or most interesting fact in the story. Example: By March 1, tobacco farmers in Montgomery and Prince Georges Counties must have their crop insurance applications in, according to an announcement made this week by Dr. T. B. Symons, director of Extension.

Occasionally "where" takes top billing in the news story. Example: On the same farm where half a dozen truck growers have failed in the last 10 years, Joe Smith has doubled his average income this year by growing cover crops. . . .

"Why" is often the most important fact in the lead. Example: In order to assure farmers a fair price for their eggs and stimulate production, the Government is offering a support price of 30 cents a dozen this year in southern Maryland, the State College announced this week. . . .

"How" is especially important in reporting the achievements of farm people. One of the main questions in a farmer's mind is "how." Here's an example of this type of lead: By terracing, Joe Smith of Montgomery County has increased his hay yield by 200 percent during the last four years, according to County Agent John Doe. . . .

No ironclad rule can be given as to when you should use each of these types. An agent ought to evaluate his story material and then decide which is most applicable, keeping in mind the idea of putting his best fact forward.

Content Leads

Some authorities on journalism list a dozen or more types under this heading. They include: The punch lead, the straight news lead, the summary lead, the comprehensive lead, the question lead, epigram, quotation, routine detail, metaphor, interpretive, and suspended interest leads.

Here are some examples: the punch lead is usually built around a really big story and would seldom be used in reporting farm happenings. The war is over; President Roosevelt is dead, are examples.

The straight news lead is the one most widely used: Sixty Montgomery County farmers are competing in the soil conservation contest sponsored by the State College. . . .

The comprehensive type presents the main facts of a story together with some background information. Example: Colored farmers of Prince Georges County who have already increased their tobacco yield by 20 percent during the last three years, plan further increases this year to help meet the critical need for tobacco abroad.

The summary lead attempts to bring before the reader immediately all of the varied elements of a story. Example: By growing tobacco, hay, truck, poultry, and hogs in a diversified farming program, Joe Smith has not only doubled his income, but he has also provided year-round employment for two hired hands. . .

The epigram lead makes use of some well known saying or familiar proverb. Example: Haste makes safe when it comes to planting your winter cover crop on time, says County Agent John Doe. . . and Farmers kill two birds with one stone when they. . . .

In using the quotation lead, select the most striking or the most significant statement made by the speaker. Example: "Although hundreds of farm families in Maryland are being helped by Extension Service agents, too many low-income farmers still are being passed by," declared Director T. B. Symons.

The metaphor lead: A shower of inqueries has flooded the County Agent's office since the crop insurance announcement was made last week. . . .

The suspended interest lead goes with the upside-down story. Example: The value of vaccinating hogs against cholera has been learned the hard way by Farmer Joe Smith.

Type of Leads by Grammatical Form

There are about a half a dozen leads that come under this heading. For example, the present participle (discussing, explaining, declaring, describing, etc.), the substantive clause (What will be the future of tobacco farming in southern Maryland if erosion control is not employed is to be discussed Friday evening by County Agent . . . .), the infinitive (To help encourage farmers. . .) the subordinate clause introduced by such subordinate conjunctions as if, when, unless, etc., the prepositional phrase (Despite the price outlook for air-cured tobacco. . .), the past participle or verbal adjective (Encouraged by last year's yield, Farmer Joe Smith. . .), and of course, the straight noun lead (John Smith doubled his income.)

The Body of the News Story

From the lead the reporter goes into the body of his story. With the wedge-shaped story the wedge-shaped body is used, that is to say, the facts are added in descending order of importance; in the upside-down story, the material is reversed and follows in ascending order of importance. In the wiener story, the body follows in historical or chronological order. In reporting the achievements of farm people, the historical approach is often used to show the sharp contrast between current operations and those of some years in the past.

Avoid editorializing or projecting yourself or your opinions into the story by attributing all statements to someone. Example: according to County Agent John Doe, Extension officials point out, it is said, or the Director stated.

Integrate your facts and your characters into the moving stream of your story. Avoid stills. Let your characters praticipate in your story. Attribute statements to them, etc. Example: Instead of "Farmer Jones is one of the most successful farmers in the county," say "Farmer Jones, one of the most successful farmers in the county, raised 20 hogs last year in addition to his tobacco crop. . . ."

Instead of "The fair was directed by John Doe, County Agent, say County Agent John Doe, who directed the fair, awarded prizes to the winning contestants. . ." or "County Agent John Doe, who directed the fair, said that more farmers displayed exhibits this year than ever before. . ."

Summary

The news story is built by first arraying the facts in descending order of interest or importance, then decide by what pattern the material can be most effectively presented. That decided, select either the most important or the most interesting facts of your material and use them in your lead.

Add in the other facts in order of their importance or in chronological order, whichever may be used most effectively in getting the message across. The story material may be embellished by using direct quotations, and figures of speech, but use these sparingly. Never forget that you are summarizing; keep your story reasonably short.

Above all, be sure that your story is perfectly clear. Steer away from esoteric language and unusual words. In other words, make your sentences short and simple; use simple words; place your phrases properly, use good connectives, such as: however, moreover, in addition, besides, again, etc. Make your transitions clear with such terms as: in contrast, another phase of the problem, etc.

If a figure is significantly small, make sure that the reader does not miss the point, Example: Farmers in Prince Georges County have only a dozen tractors. On the other hand, if the number is significantly large, get the point across. Example: Even in Prince Georges County there are more than a dozen tractors.

Keep your paragraphs short. Paragraphs of news stories are much shorter than regular composition paragraphs. This is because the newspaper columns are so narrow in width -- usually only two inches. Long paragraphs would appear difficult to read and therefore, less inviting to the reader.

Here are some other things to guard against: (1) Beginning a sentence with digits. Instead of writing -- 12 farmers, say -- Twelve farmers.

(2) Misplaced elements in your sentence: Farmer Smith only planted corn. (for) Farmer Smith planted only corn. Hot plates of soup are served at the local school. (for) Plates of hot soup are served . . . The farmer could see his cattle coming over the hill from his window. (for) From his window, the farmer could see his cattle coming over the hill.

(3) Dangling modifiers: Having plowed his field, his corn soon came up. (for) The corn came up soon after the farmer plowed his field, or having plowed his field, the farmer soon saw his corn come up.

Now let's construct a news story from the following facts:

1. County annual fair is held at the Clark School in Upper Marlboro.
2. County Agents George Moore, and Lillian Brown directed fair.
3. 20 booths of exhibits were on display.
4. District Agent John Doe presents awards
5. District agent praises 4-H work and leadership of county agents.
6. 500 farm people in attandance
7. 10 4-H club youth win cash awards totaling $100 for exhibits
8. Names of winners

Here is one way the story might be written:

John Doe
County Agent
P. O. Box 192
Upper Marlboro, Md

Upper Marlboro, Md.
March 15, 1947

$100 in Prizes Awarded
4-H'ers at Farm Fair

Cash prizes totaling $100 were awarded 10 4-H club boys and girls at the Prince Georges County annual farm fair held in the Clark School auditorium last week where 500 persons were in attendance.

Awards were presented the winners by District Agent John Doe, who praised the 4-H club work being done under the guidance of County Agents George Moore, and Lillian Brown.

From the 20 booths of exhibits, the judges selected the five best displays. Awards went to the following 4-H club members. Names . . . . . .

Discussion material prepared by
Sherman Briscoe
Information Specialist
Office of Information
U. S. Department of Agriculture
Washington 25, D. C.

Part II

TECHNIQUES IN PREPARING CIRCULAR LETTERS

Next to the news article, the circular letter has been found by Extension to be the least expensive of all other means -- on the basis of ratio of practices adopted to costs -- employed in reaching farm people and getting them to act. And even though the circular letter does cost more to produce and deliver than does the news article, the former has the definite advantage of making a more direct appeal.

County Extension offices prepare and mail an average of about 154 different circular letters annually.

About how many different letters do you send out in a year?

What percentage of them would you say are read?

What percentage get the desired response?

Discussion

The problem then is: How can we prepare letters that will have a wider reading appeal and, thereby, get greater response?

There are three principal steps in preparing a letter: (1) State the problem, (2) relate the problem to the reader's interest, and (3) tell the reader what he can do about the problem.

Now that we have the skeleton, let's put on the flesh, the muscles and sinews.

What about illustrations? Appropriate illustrations attract the reader's attention to the statements made in your letter; they serve to reinforce your statements and develop interest. The two most interesting illustrations I have seen were used in Time Magazine circular letters. One consisted of a string attached at the head of the letter. The opening sentence read: "Tie this string around your finger so that you won't forget to renew your subscription to Time."

The other letter contained a key and read: "I don't know what this key will open, unless it is your eyes . . .

Take a look at these 29 sheets of illustrations for letters and publications. Hand out sheets.

What about the salutation? List the type you find most effective in your county.

Most authorities agree that the salutation ought to match the personality of the writer. If his relation with the farmers in his county is informal and friendly, then perhaps he might open his letter with: Hello There! or Hey, Folks! or Good Morning! Dear Sir and Dear Madam are somewhat formal salutations, but may be used quite effectively -- depending upon the personality of the agent. Other salutations are: Dear Cooperator: Dear Club Member: Dear Tobacco Farmer:

Of course, the best salutation is the personalized ones: Dear Mr. Brown. If an agent has a sufficiently large clerical staff he may personalize his salutation. This may be done quite effectively my multigraphing the letter rather than mimeographing it.

The Opening Approach

Whether your reader proceeds or stops abruptly and throws your letter into the fireplace depends largely upon your opening sentence. The agent should think through the problem and how it relates to the farmer very carefully before writing down the opening sentence. He should try to pack into it a punch that'll make the farmer settle back in his chair and proceed to read the entire letter.

Some letter writers have found the question approach unusually successful in catching the reader's interest. Here are a few examples:

Are you waiting for Blue Mold to take your tobacco crop?

How many of your pigs did cholera get last year? Other effective opening statements are: I know what you are up against . . . and, Farmers can make money growing hay, if they . . . . etc.

The Body of Your Letter

Keep your letter informal, but to the point; keep your sentences short and easy to read. The medial school years completed by Negro farmers in Maryland is 4.7 which means that your letter should aim at about third grade level.

Use frequent personal references and common experiences to keep up the interest. By all means make the farmer aware of his problem and what he can do about it. Close your letter with a punch that will keep the farmer thinking about the problem.

Sample Letters
Discussion
Suggestions for a Circular
Writing a Sample Circular Letter
Criticize Circular Letter: Illustration, salutation, opening sentence.

(a) Is the problem stated clearly?
(b) Is the farmer's problem related to the problem presented?
(c) Does the letter suggest what the farmer can do about the problem?
(d) Is the letter simply written and easy to read?
(e) Is it informal and friendly?
(f) Is it interesting?

Discussion of Hand-out Material: Bulletin, mimeograph pieces.

LET'S WRITE MORE INTERESTING CIRCULAR LETTERS
(Write as you talk; make your letter neat and attractive)

CIRCULAR LETTERS THAT CLICK

Suggestions:

1. Have the purpose of the letter very clear in your own mind -- that is, the purpose over and above the simple objective of getting people to read the letter. Decide exactly what action you want the reader to take:

    a. Reading an enclosure
    b. Attending a meeting
    c. Adopting a new practice
    d. Performing a service to community or country
    e. Answering a questionnaire
    f. Obtaining information from neighbors
    g. Acting to prevent spread of insect pests or animal disease
    h. Etc., etc.

2. Appeal immediately to personal interest with a snappy statement in the first paragraph pointing out the importance of the problem to the person addressed.

3. Point up the punch in the lead paragraph with an illustration carrying out the idea.

4. State the facts concerning the nature or seriousness of the problem -- tied down as closely as possible to the immediate locale or pocketbook of the person.

5. Suggest what the person can do to help alleviate or solve the problem.

6. Remember that the first objective is to get the letter read. So -- be sure the letter is neat and appealing to the eye.

7. Caution: Protect your professional reputation and that of the Extension Service by checking the letter and the stencil carefully for grammatical errors and misspelled words.

8. Above all -- write as you would talk to the persons you are addressing. Personalize your letter by using--

    a. Phrases or expressions which you use in your everyday encounters with them.
    b. Direct statements
    c. Simple sentences
    d. Action words with few affixes
    e. Personal references (the "you" approach)
    f. Appropriate anecdotes
    g. Common experiences

Hello There!

Did you ever have to make an extra trip to town because you forgot the grocery list?

Well - that's exactly what happened to the fellow who dashed off to buy DDT before he found out anything about it. And was his face red when he found he'd bought a DDT preparation that he couldn't use because he didn't have the right equipment. Of course he had to head right back to town again.

You can profit by his experience and save yourselves that extra trip just by having a few facts handy about DDT when you start out.

In the first place, you'll want to know exactly what you're going to use it for. In spite of the big build-up, DDT isn't going to kill all the pests on your place - not by a long shot!

Of course you'll have to know HOW you're going to apply DDT, so you'll know what kind of preparation to buy. You can buy it in oil sprays, water emulsions, water-dispersible (wettable) powders, dusts, and aerosols (suspension in Freon and other gases).

Also you'll have to decide on the formula you want to use. Do you want a 5, 10, or 30 percent DDT compound?

And those are just a few of the "IF'S, AND'S, and BUT'S" to buying and using DDT! Another is that unless DDT is properly applied, it can be harmful to animals, honeybees, birds, and fish.

Save yourselves from making unnecessary mistakes - not to mention that extra trip to town - by following the suggestions in the enclosed statement. You'll find it a big help in buying and using DDT - whether it's around the house or on the farm.

As Ever,

County home demonstration agent County agricultural agent